



# Historic Hotel Increases Direct Revenue by 16% and Mobile Traffic by 23% with a new Website, Local Listings and Schema



## Challenge

The main objective of the client was to develop a responsive website, improve their SEO performance and drive increased online revenue.

## Solution

Milestone approached the problem with an integrated solution

1. **Milestone CMS:** Mobile-optimized, user-friendly UI/UX and ADA-compliant website was developed to improve site engagement. AMP, PWA, and an Events Calendar were added to the site to drive SEO performance and mobile reach.
2. **Milestone Local:** The business profile of the property was optimized with relevant descriptions, categories, hours of operation, phone numbers and address across Google My Business, Bing and Yelp to improve brand presence and discoverability.
3. **Schema:** Hotel, event and restaurant-specific schemas were implemented to boost search results and increase organic presence.

“Our experience with Milestone on our new website was second to none, we found them to be responsive, efficient, and extremely knowledgeable. I am delighted with the result, and the increased analytics speak for themselves!”

– Jill Clark, Resort General Manager

## Other Results

Within 3 months of launching the new website the customer achieved:



**51%**  
**increase**  
in direct bookings



**9%**  
**increase**  
in website visits



**41%**  
of wedding RFPs  
submitted on mobile  
devices

*These results were  
achieved during and  
despite the  
Covid-19 pandemic*